Strategic Communications

The Information Battlefield

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Agenda

- Iraq Overview
- Strategic Communication (STRATCOM)
- Non-State Actors' use of STRATCOM
- STRATCOM's Supporting Capabilities and Examples
  - Information Operations
  - Public Affairs
  - Defense Support to Public Diplomacy
- Question and Answer

Report from Iraq

STRATCOM Defined

Focused United States Army efforts to understand, engage, and enhance credibility with key audiences to promote awareness, understanding, commitment, and ultimately positive action in support of the Army.

Importance of STRATCOM

"Victory in the long war ultimately depends on strategic communication by the United States and its international partners...."

- 2006 Quadrennial Defense Review

STRATCOM

The Next Warfighting Function?

Victimization Theme

It's About the Oil

Disgrace and Humiliation

Crusade against Islam

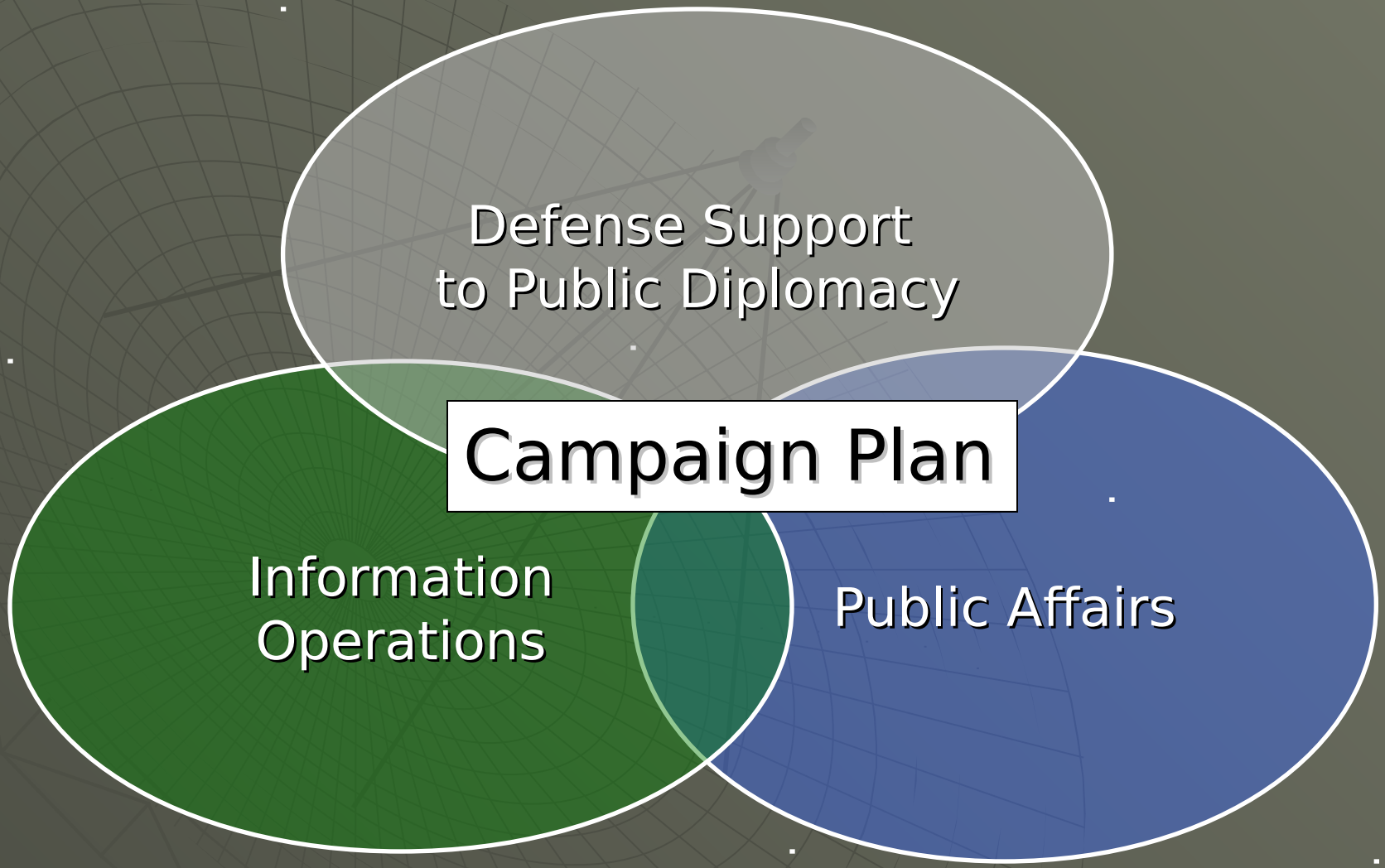
- Courtesy of the Center for International Issues Research

Effects on Target Audience

- **Alienates US from Iraqi population**
- **Persuades Iraqis that US is not in Iraq to help Iraqis**
- **Undercuts US moral authority in eyes of foreign audiences**
- **Aids recruitment efforts; now include women**
- **Provokes global Muslim anger**
- **Validates Jihadist claim that US is at war with Islam**

- Courtesy of the Center for International Issues Research

STRATCOM's Supporting Capabilities



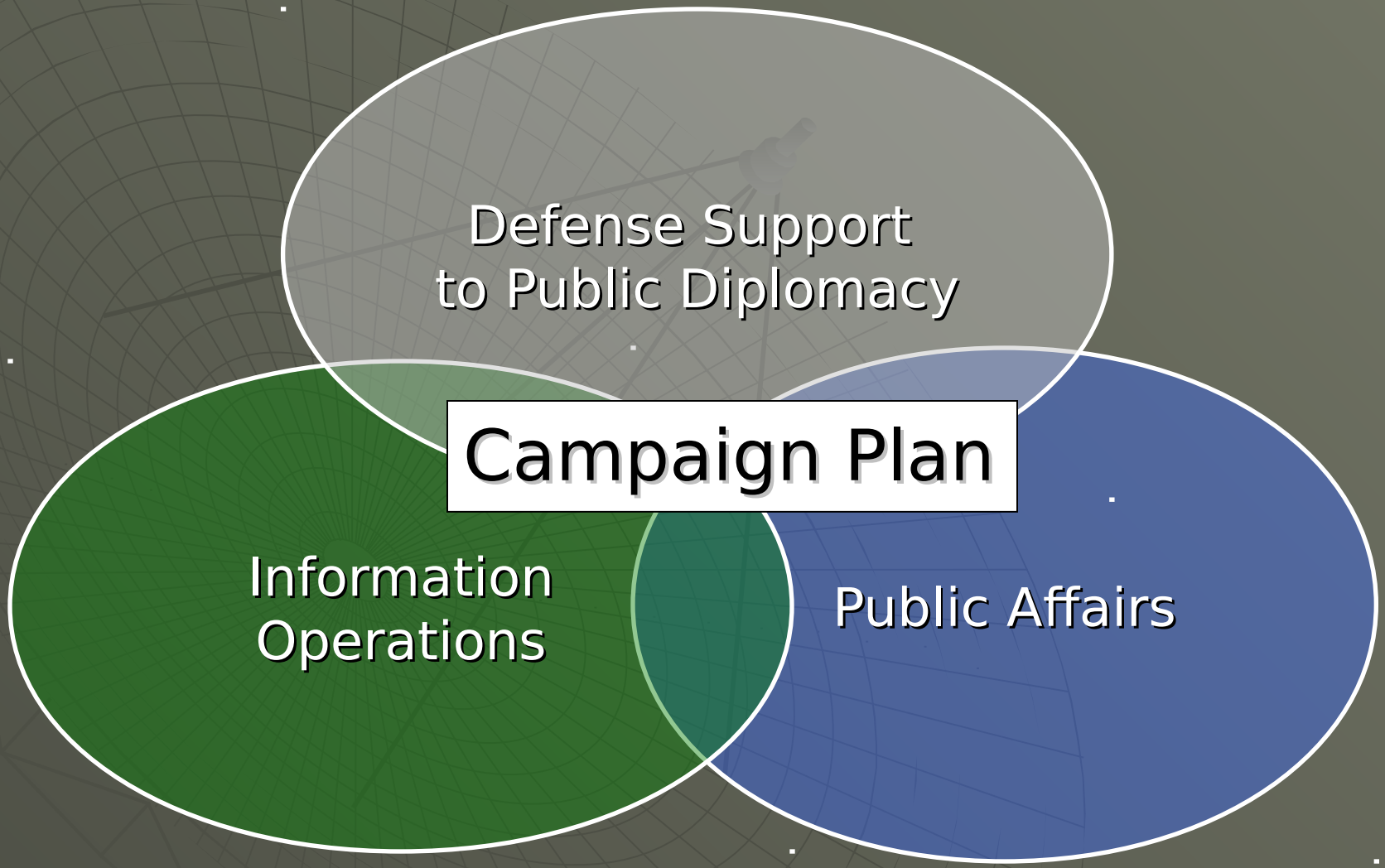
Information Operations

- Integrated employment of
  - **electronic warfare**
  - **computer network operations**
  - **psychological operations**
  - **military deception**
  - **operations security**
- In concert with specified supporting capabilities
- To
  - **influence**
  - **disrupt**
  - **corrupt**
  - **usurp**
  - **protect**

Good IO

Bad IO

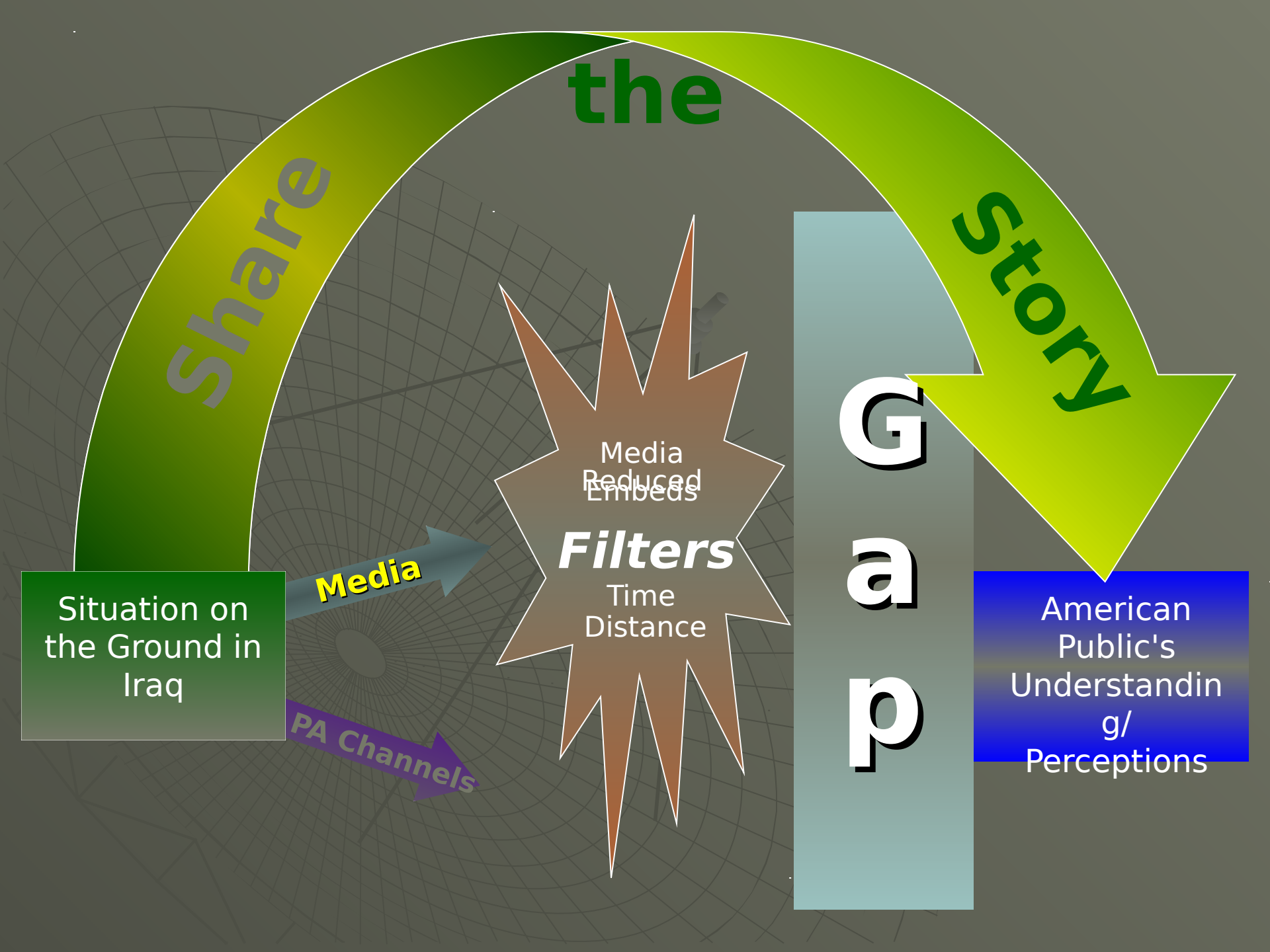
STRATCOM's Supporting Capabilities



4 B's of the Media

- Be Honest
- Be Open
- Be Relevant
- Be Ready

Share the Story


Share
the
Story
Situation on the Ground in Iraq
Media
PA Channels
Media
Reduced
Embeds
Filters
Time
Distance
Gap
American Public's Understanding/ Perceptions

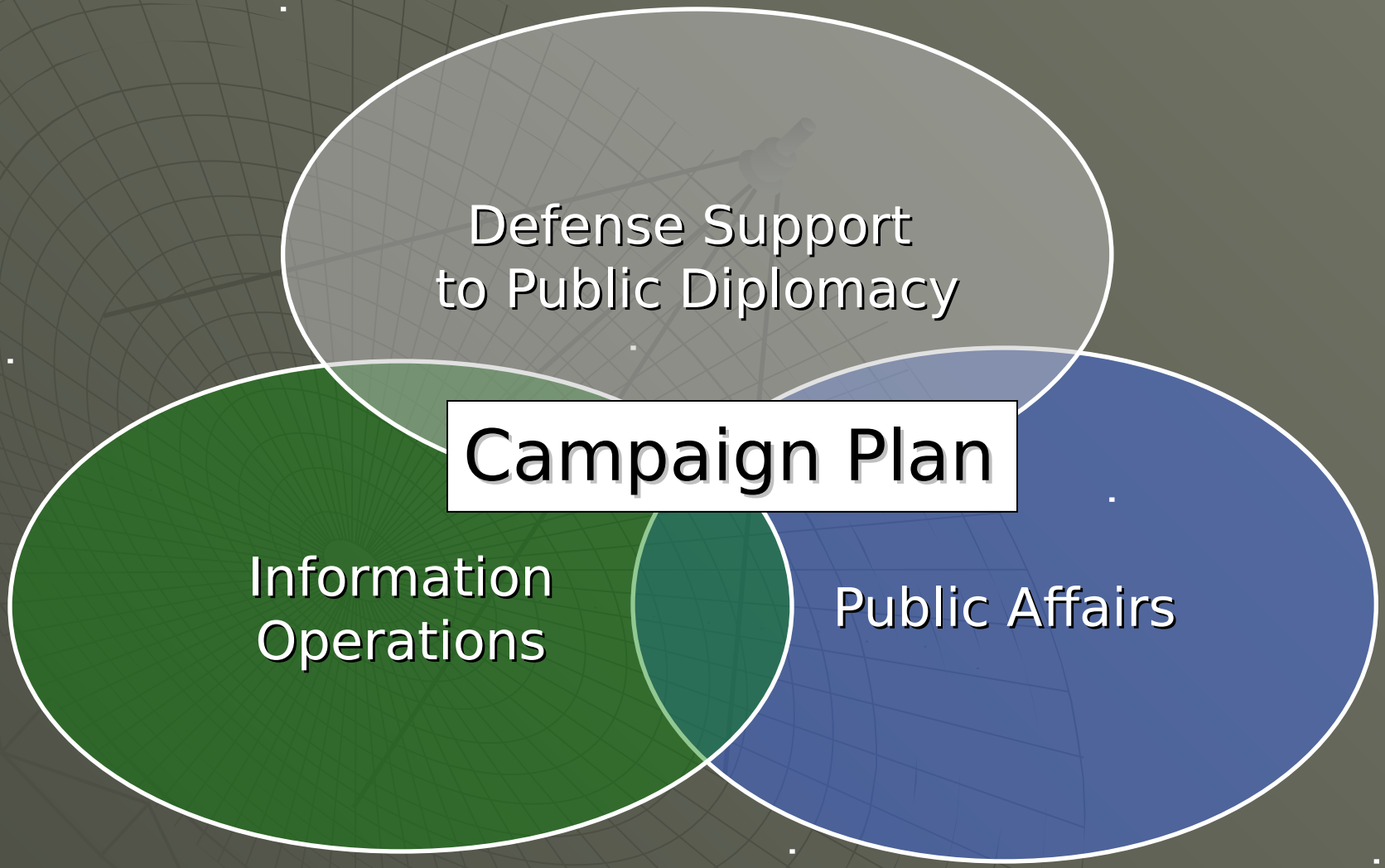
The Solution: Share the Story

- Purpose: Inform, Educate and Empower
- By Sharing the Story…Contact leads to Confidence
- Contact = Confidence
  - Soldiers with the Iraqis
  - Soldiers with the American Public

The Methods

- MNF-I Website: Servicemember Stories
- Radio and TV engagements with local networks
- Conference Calls w/ service organizations, veteran's organizations, schools and public servants
- Video Teleconferences w/ military affiliated organizations, city councils, school assemblies, college symposia
- Hometown engagements

STRATCOM's Supporting Capabilities



Public Diplomacy & Al Qaeda

"...I say to you: that we are in a battle, and that more than half of this battle is taking place in the battlefield of the media. And that we are in a media battle race for the hearts and minds of our Umma."

- Ayman al-Zawahiri, Al Qaeda

Questions

General George C. Marshall

"In our democracy where the government is truly an agent of popular will, military policy is dependent on public opinion, and our organization for war will be good or bad as the public is well informed or poorly informed regarding the factors that bear on the subject."